Commissioner General D. C. CCLLIER. FRANK C. SPALDING world, Anfalulu Land, the joy wheel, the centrifugal H' I' BENEOLD. cessions, comprising the largest roller coaster in the .5th Vice President JOHN F. FORWARD. On the 1sthmus are located the amusement con-4th Vice President CARL H. HEILBRON. 3rd Vice President EDMIN W. CAPPS... they work, how they play. . 2nd Vice President JOHN D. SPRECKELS. see how the southwestern aborigines live at home-how 1st Vice President ROBERT N. BULLA. real Painted Desert in Arizona. Here the visitor may C. A. DAVIDSON.

Officers of San Diego Exposition.

upon a fixed-price schedule. management. The hotels of San Diego have agreed Food prices on the grounds are regulated by the

tribes. The entire rock formation is colored like the Indians will live; in the background, the wandering which are cliff dwellings. In the foreground the Pueblo consists of an open plain, divided by a high mesa on by an adobe wall and cedar stockade. The space inside Fe Railway. The reservation of six acres is surrounded Isthmus, is the "Painted Desert" exhibit of the Santa Near the north gate, between the Alameda and the

history of southwestern America. Exposition, though international in scope, epitomizes the conquistadores are everywhere. To put it briefly, the Reminders such as this of the Spanish explorers and first of the early pathfinders to gaze on the blue Pacific. At the eastern gate stands a heroic statue of Balboa,

prepared for market. And there are growing orange how the San Diego County gems are quarried and from the egg to milady's plume. A gem mine will show lines. The Cawston ostrich farm will show ostriches Oil Company exhibit likewise is fashioned along "process" methods are practically demonstrated. The Standard operation out in the open. Irrigation and reclamation Harvester Company shows its many machines in actual here the leaves are stripped and cured. The International lese, who will show visitors a transplanted tea plantation; plants shipped from Colombo, in charge of native Singa-For example, Sir Thomas Lipton has had hundreds of In this respect the San Diego Exposition stands by itself. "in the making," rather than the finished product only.

with material and thatching brought overseas from bonnie

All the exhibits of manufactories and industries are

1699, modified, of course, to suit modern needs. of the Indian pueblo of Acoma, the "sky city," built in it being a faithful reproduction of the great adobe mission The New Mexico state building is especially interesting,

rounded arches and connecting colonnades, are to be some historic palace of Spain or Spanish America, with ington. Eight other buildings, each an exact replica of cathedral-like architecture and high tower. Opposite is state building commands attention with its massive On passing through the entrance arches, the California shrubs, palms, and flowers.

rise through a gay but well-ordered profusion of plants, Towers and minarets, white walls and red-tiled roofs, into what may be termed a Spanish-Colonial style. drals, and the still older edifices of the Moors—all blended reminding one of the Alhambra, the old Mexican cathewalled city of the fifteenth century, its architecture feet long—which bridges a deep canyon, and enter a You cross Puente del Cabrillo—135 feet high and 900

© Varied Industries Building

to the landscape gardens and park. amusement features 25 acres, while 250 acres are devoted acres, the state and foreign sections 100 acres, and the The general exhibit and main buildings occupy 100 The area covered by the Exposition is 618 acres. here January indeed is like June, and June is perfect. an out-of-doors show lasting 365 consecutive days—for closed. The equable climate of San Diego makes possible THE EXPOSITION

It opened on time, January 1, 1915, and has not of 1,400 acres, bordering the business center of San Diego. The Exposition is situated in Balboa Park, a tract Bit of California State Building © Puente del Cabrillo

over. Many smaller hotels have been built. Boardingaccommodate a multitude and is renowned the world at Coronado, connected by ferry with the mainland, can guest-rooms. Spacious Hotel del Coronado, on the beach is pleasantly situated on a breezy height; it has 200 the down-town district, with 275 rooms. Hotel Robinson is the San Diego Hotel, a reinforced concrete edifice, in construction, and has 500 guest-rooms. The newest inn two million dollars; it is of reinforced concrete and steel district, was built and equipped at a cost approaching adequate. U. S. Grant Hotel, in the heart of the business ested in learning that the hotel accommodations are The visitor to the Exposition will be specially inter-

streets are well paved and well lighted. Street cars go as fine as those of any eastern city twice the size. The hotels, public buildings, and private residences that are estimated at 100,000) and you will see business blocks, Go to San Diego now (the present population is Loma juts into the sea, overlapping Coronado peninsula.

looking like a bit of the Orient.

houses and restaurants are legion.

off shore from the peninsula of Coronado.

Society, its white buildings and semi-tropical setting

Universal Brotherhood, a branch of the Theosophical

A short ocean trip takes one to the Coronado Islands,

miles south is the quaint Mexican village of Tia Juana.

the natural caves of La Jolla and "old town." Fifteen

Loma, to the old lighthouse and Ocean Beach; also to

over the new boulevard to Fort Rosencrans, to Point

do in and around San Diego. Auto trips can be taken

Besides the Exposition there is plenty to see and to

On the crest of Point Loma is a settlement of the

broad mesa. In front the bold promontory of Point a slope that rises from the water to the summit of a miles of land-locked harbor, the city is spread out upon Fringing San Diego Bay, with its twenty-two square

the Panama Canal made San Diego their first port of call first palm, olive, and vine. And the first ships through Here, too, following the first cross, was planted the

in 1867, the "new town" was established. Diego de Alcala was founded by Serra, and afterwards, nto the harbor. Later, in 1769, the mission of San Here California began, when, in 1542, Cabrillo sailed

It is in the southwest corner of our country.

The City of San Diego.

INTERNATIONAL EXPOSITION. the year 1916 as the PANAMA CALIFORNIA the addition of new buildings and a score of big warm recognition by the United States government, by the participation of nineteen foreign nations, The Panama California Exposition, made greater

CO LO SWI DIECO

has attractions greater than any other American

Exposition is attracting guests. A trip to San Diego

concerns are maintaining prices that rule when no

San Diego hotels, apartment houses and business

petitions between cars of the same price and

climbing and head-on collisions to slow races, com-

special events ranging from tugs of war, grade

of the Exposition grounds in a series of sensational

Demonstrations will be made daily in the center

different and far greater scale than ever presented.

special events is promised than previously offered

of the big musical attractions. A greater program of

through the grounds providing music that is in

official band. The Spanish troubadours will stroll

Tommasino's Royal Italian band is the Exposition

More bands and musical organizations will dis-

Pacific International exposition at San Francisco.

pense music throughout the year than at the Panama-

Portugal, China, Australia, New Zealand, and India.

Persia, Brazil, Pan-Pacific Countries, Japan, Austria,

-Canada, France, Germany, Italy, The Nether-

displays, —many brought intact from San Francisco

following nations fly their flags over comprehensive

dedication was set for March 18th.

Western states and two United States territories, the

necessitated several weeks' time and the 1916

Day the new Exposition was declared open for 1916.

surplus remained December 31, 1915. New Year's

were more than two and one half million and a

by the big San Francisco Exposition and the waging

In the face of prophecies of failure, competition

The installation of new exhibits and displays

In addition to sixteen California counties, seven

lands, Russia, United States, Switzerland, Spain,

harmony with the charming Spanish setting.

Motor transportation is to be represented on a

The world's greatest outdoor organ remains one

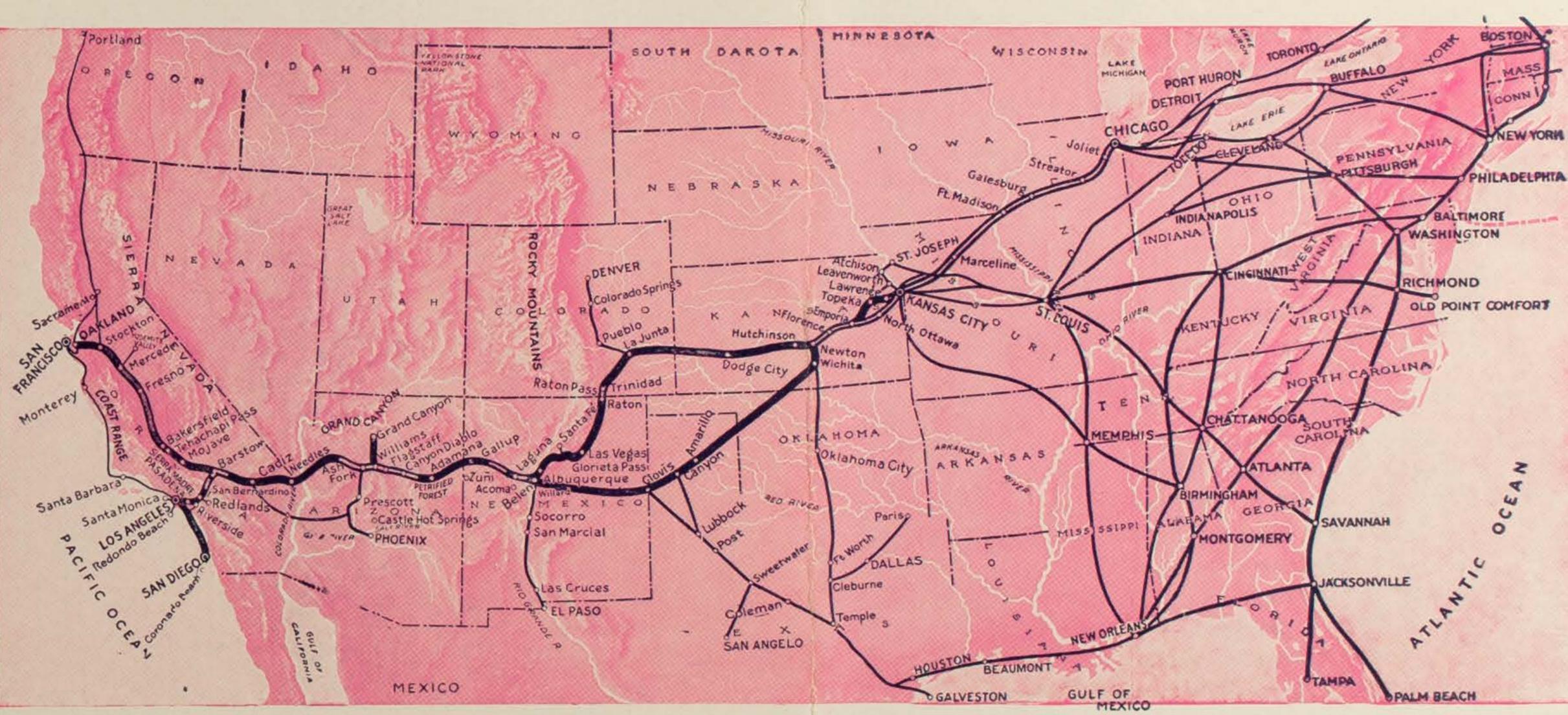
competitive tire changing and repairing.

by any Exposition.

The Santa Fe is offering attractive excursions.

San Diego Responds To Encore





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CHICAGO

Mexico City, Mex.

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S. F. P. & P. Lines, and Grand Canyon Ry. } Ariz.

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RAND MCNALLY & CO

Through Santa Fe Service To California The Santa Fe operates four trains a day from Chicago and Kansas City to Los Angeles, San Diego, and San Francisco, on the only rail road under one management all the way to the coast, and the only railroad entering San Diego. A new transcontinental route has been established from New Orleans to Pacific Coast, via Gulf Coast Lines (Frisco), New Orleans to Houston, Texas, thence "Santa Fe all the way" over the new cut-off to San Francisco, Los Angeles, and San Diego. Excellent connections are made at Kansas City with trains of other lines from St. Louis; at Newton with Santa Fe trains from Oklahoma and Texas; at La Junta with Santa Fe trains from Denver:

at Albuquerque for El Paso, and at Williams for Grand Canyon. The California Limited is the only limited train to Southern California, via any line, exclusively for first-class travel; all others also carry second-class passengers. The other trains have standard Pullmans, tourist sleepers, and chair cars. Double track half way to California; block-signal safeguards all the way. Fred Harvey meals in dining-cars and station dining-rooms. The southerly direction insures pleasant weather in winter, and the altitude—for hundreds of miles averaging more than a mile above the sea-insures a cool summer trip. Here are petrified forests, Indian pueblos, painted deserts, and that titanic chasm, the Grand

Summer and Special Excursion Fares To The Pacific Coast Round Trip Summer Excursion Tickets will be sold May 1 to September 30, 1916, with final limit of October 31, 1916, at following fares: Chicago, \$72.50, St. Louis, \$70.00, Missouri River points, Round Trip Special Excursion Tickets will be sold June 9 to

Canyon of Arizona.

16, 1916, inclusive, also July 23 to 30, 1916, inclusive, with final limit of two months from date of sale, at following fares: Chicago \$65.00. St. Louis \$62.50, Missouri River points, \$55.00; Validation Fee 50 cents: Tickets will be good for return trip only when validated at destination or at certain intermediate points as specified in tariff. A fee of 50 cents for validation of each ticket will be collected by the validating agent.

© Interesting views of the Exposition

© The New Santa Fe Station

Robert Burns' cottage is reproduced on a large scale, a Roman building, which houses exhibits of ethnology





